

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	§	
Yekutiel Josefsberg	§	
	§	
Serial No.: 10/597171	§	Group Art Unit: 2618
	§	
Confirmation No.: 7087	§	Examiner: Tu X Nguyen
	§	
Filed: January 3, 2007	§	
	§	
For: METHOD AND APPARATUS	§	
FOR DETERMINING THE	§	
EFFICIENCY OF RADIO	§	
PUBLICITY AND/OR	§	
BROADCASTED PROGRAMS	§	

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Sir:

Reply After Final

Responsive to the Official Action of April 26, 2010 made FINAL having a shortened period for response terminating July 26, 2010, Applicant submits the following arguments and attached declaration by way of reply to the Office Action:

REMARKS/ARGUMENTS begin on page 2 of this paper.